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**TRANSMITTAL
FORM**

(to be used for all correspondence after initial filing)

Application Number	09/626,365
Filing Date	JULY 23, 2000
First Named Inventor	JOHN T. PIENKOS
Art Unit	3627
Examiner Name	ANDREW JOSEPH RUDY
Attorney Docket Number	—

Total Number of Pages in This Submission

15

ENCLOSURES (Check all that apply)

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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual name	JOHN T. PIENKOS
Signature	J. T. Pienkos
Date	7/4/05

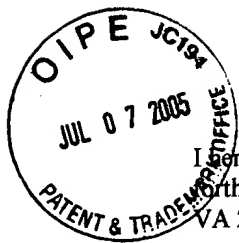
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Pienkos, John T.

Serial No.: 09/626,365

Filing Date: July 23, 2000

Title: APPARATUS AND METHOD FOR PROVIDING PRODUCT
LOCATION INFORMATION TO CUSTOMERS IN A STORE

Examiner: Andrew Joseph Rudy

Art Unit: 3627

FIFTH AMENDMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action dated May 19, 2005, the Applicant respectfully provides the following Remarks and Amendments

Amendments to the claims are reflected in the listing of claims that begins on page 2 of this paper.